



The New Hampshire Primary: What it means to the state and the nation

Library and Archives of NH's Political Tradition

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The benefits of the NH Primary accrue to the state and to the nation

- Political and social benefits for the state and nation as the primary engages a high percentage of citizens
- NH citizens' personal contact with the candidates and focused discussion of issues influences election outcome
- Candidates get tested and learn... come away stronger candidates
- Economic benefits for the state and its citizens via spending and jobs and media exposure



Most important are the benefits to the nation of having an active and engaged electorate test the qualifications of candidates....

In 2000, national and international media truly acknowledged the value of NH's role in the political process

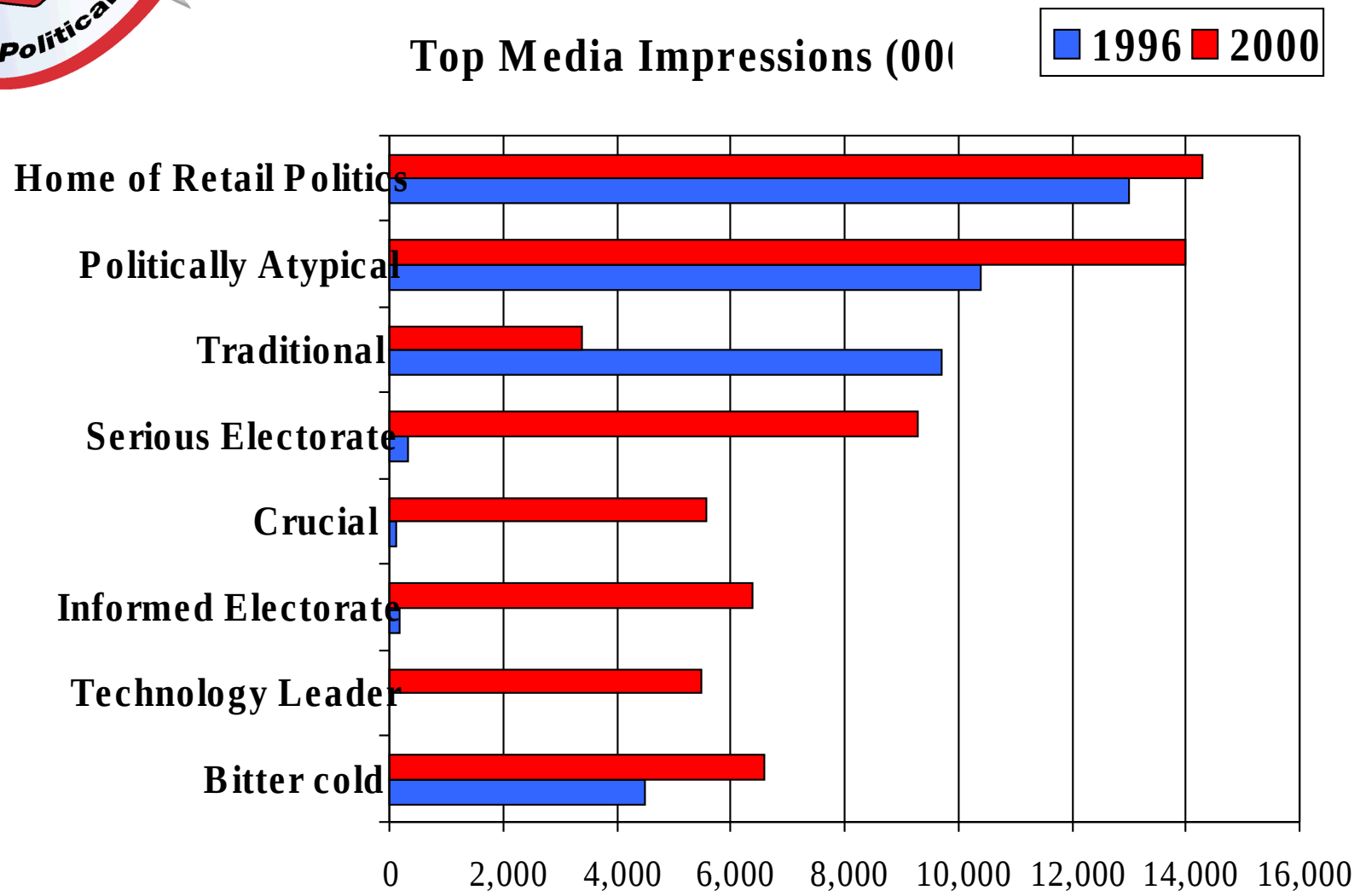


The national media messages about the New Hampshire primary1992, 1996 and 2000

- 1992: *“The worst economy in the country”*
- 1996: *“Home of retail politics”,
“Politically atypical”, and
“Traditional”*
- 2000: *”Retail Politics”, “Serious voting
electorate”, “Informed”, and
“Crucial”*

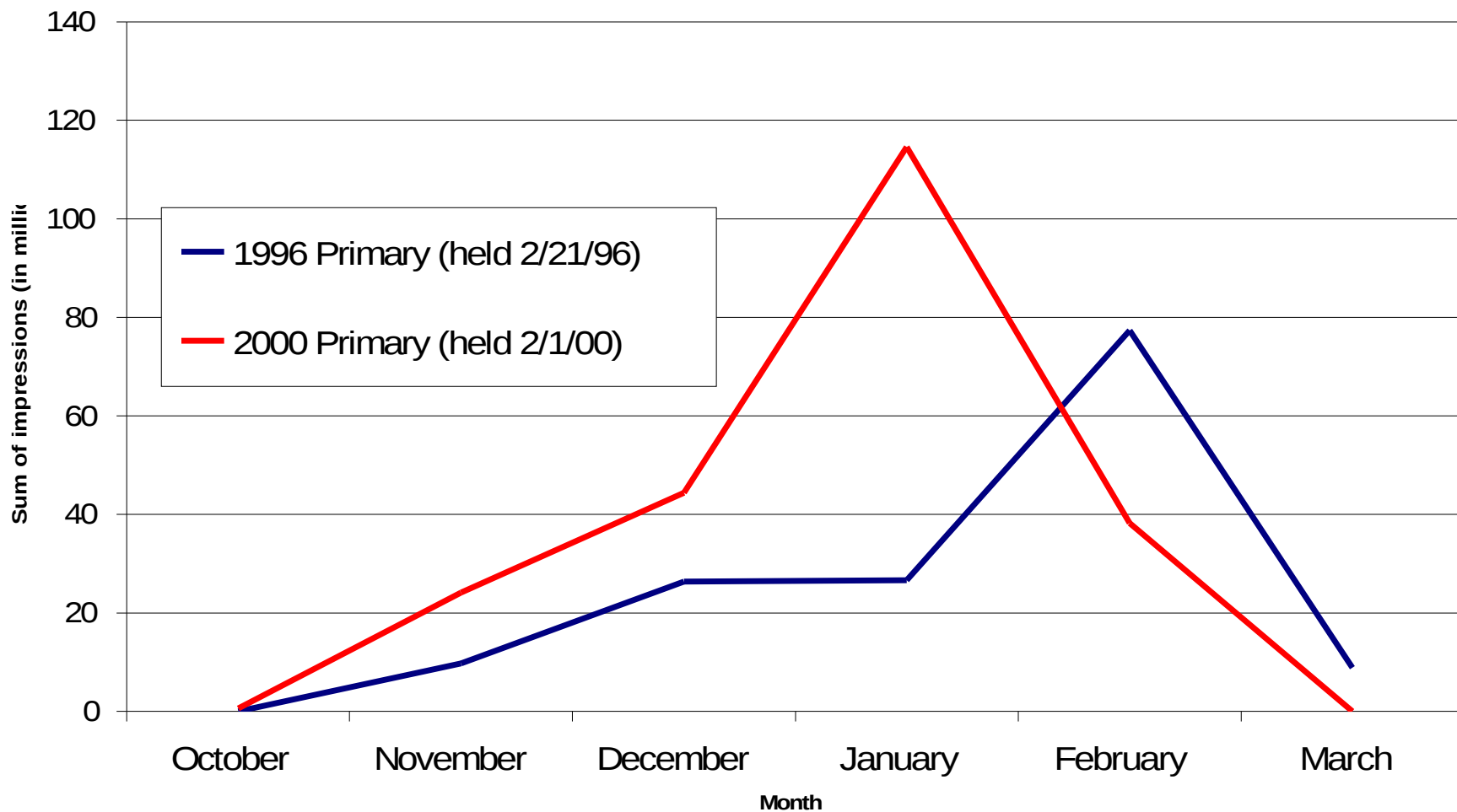


NH was still portrayed as “different”, but in 2000, it was portrayed as more of a virtue



Full slates for both Democrats and Republicans meant more exposure for NH Primary in 2000 than in 1996

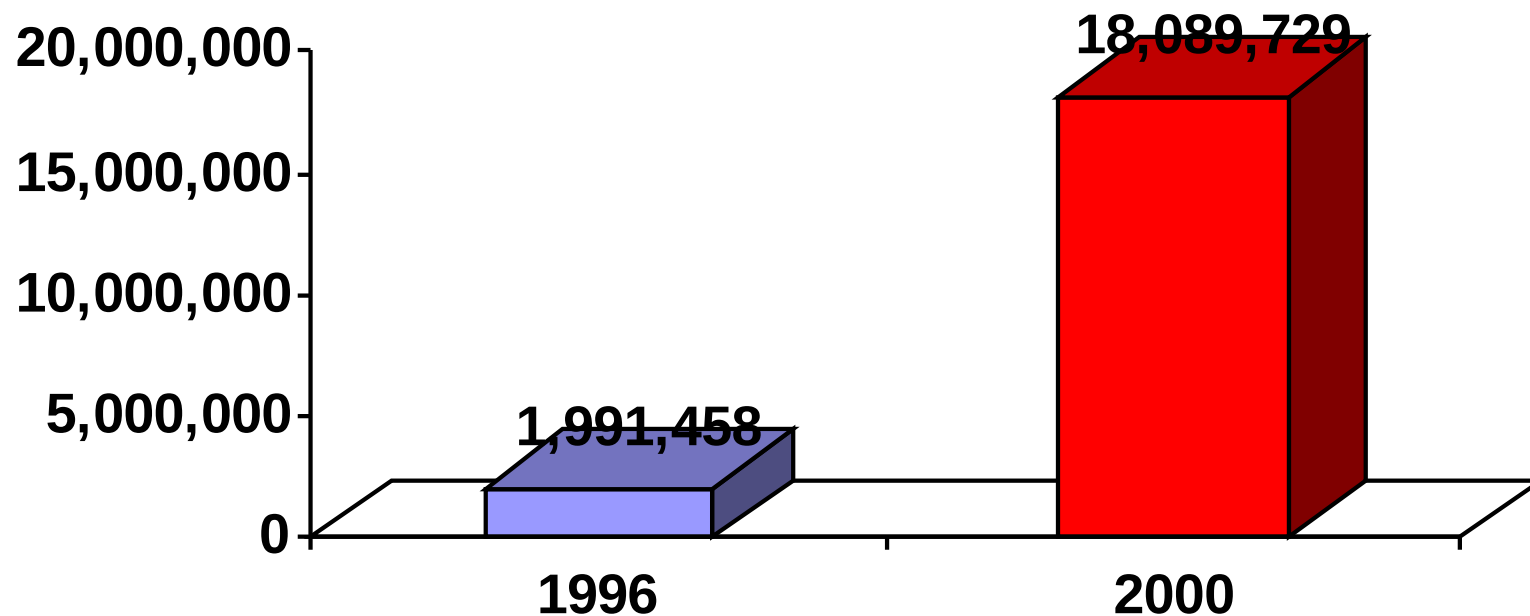
Exposure by month, in impressions





The First-in-the-Nation Primary

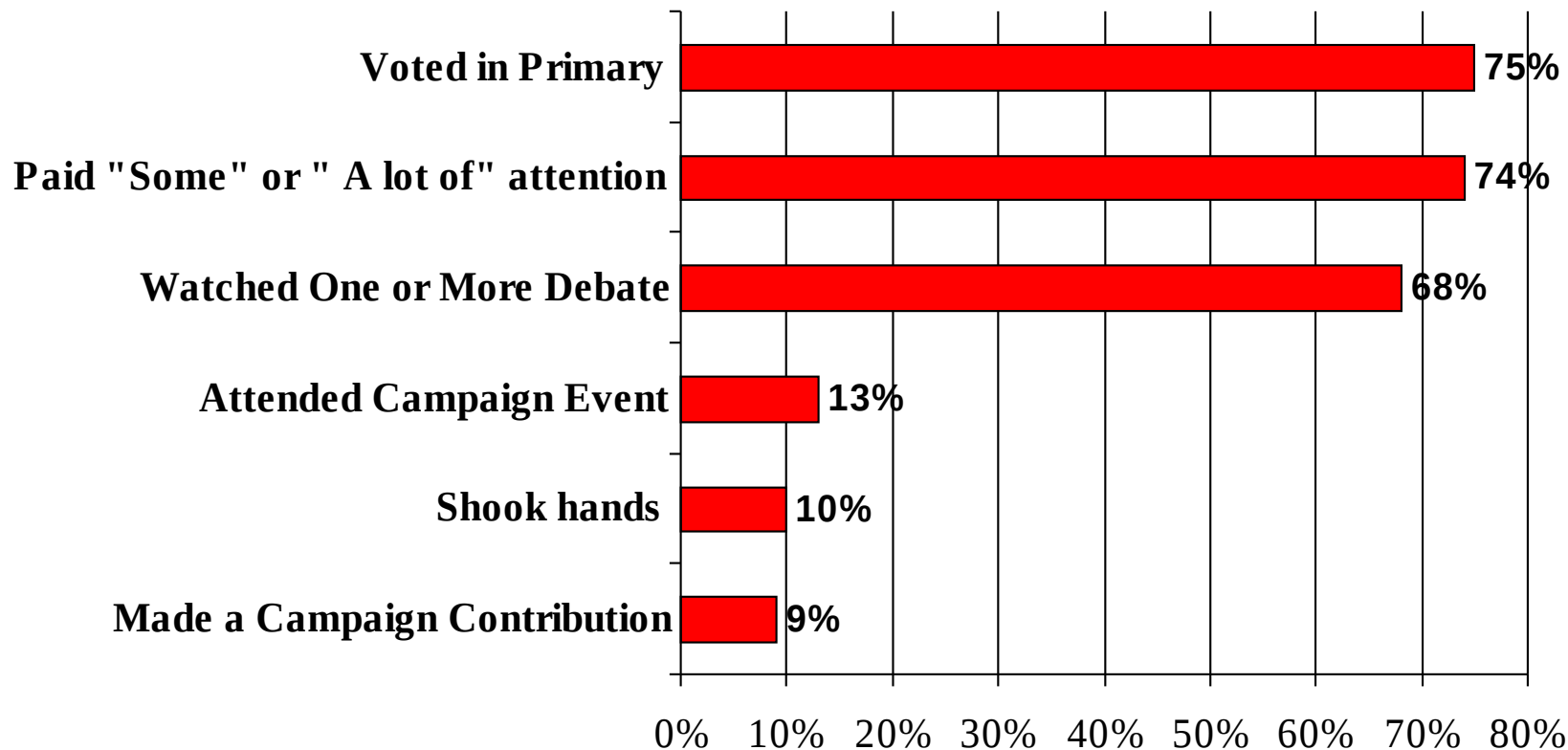
**Potential readers exposed to the message that NH
deserves its status as "First in the Nation"**





Media stories about NH voters engagement reflected reality, not just image

% of Voting Age Citizens





Quotes of Note:

From the June 15, 1999 New York Times
describing New Hampshire as a state with:

*“a justifiable reputation for being a state
with informed voters who ask informed
questions”*

Wall Street Journal, August 23, 2000

- *“In 2000 the word got out....New Hampshire has a strong economy for high-tech ventures and is an attractive place for start-up businesses”*
- *“New Hampshire has an active and well-informed electorate...the highest level of involvement among the 2000 presidential nominating contests”*

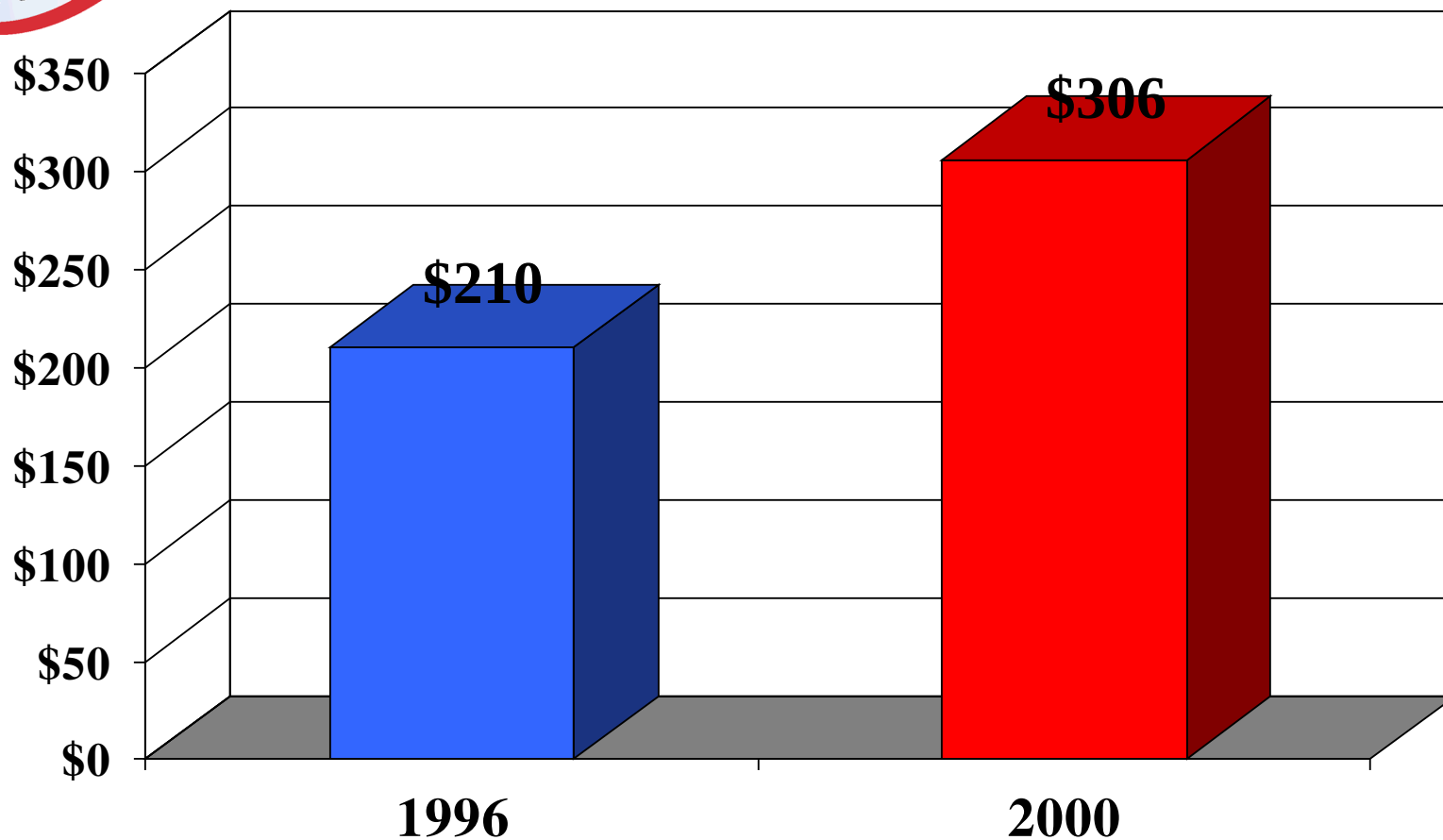


Economic Impacts

The first-in-nation primary benefits some industries in NH but the overall impact is often exaggerated by outsiders...it is about .6 of 1% of the state's gsp in the peak year of primary activity



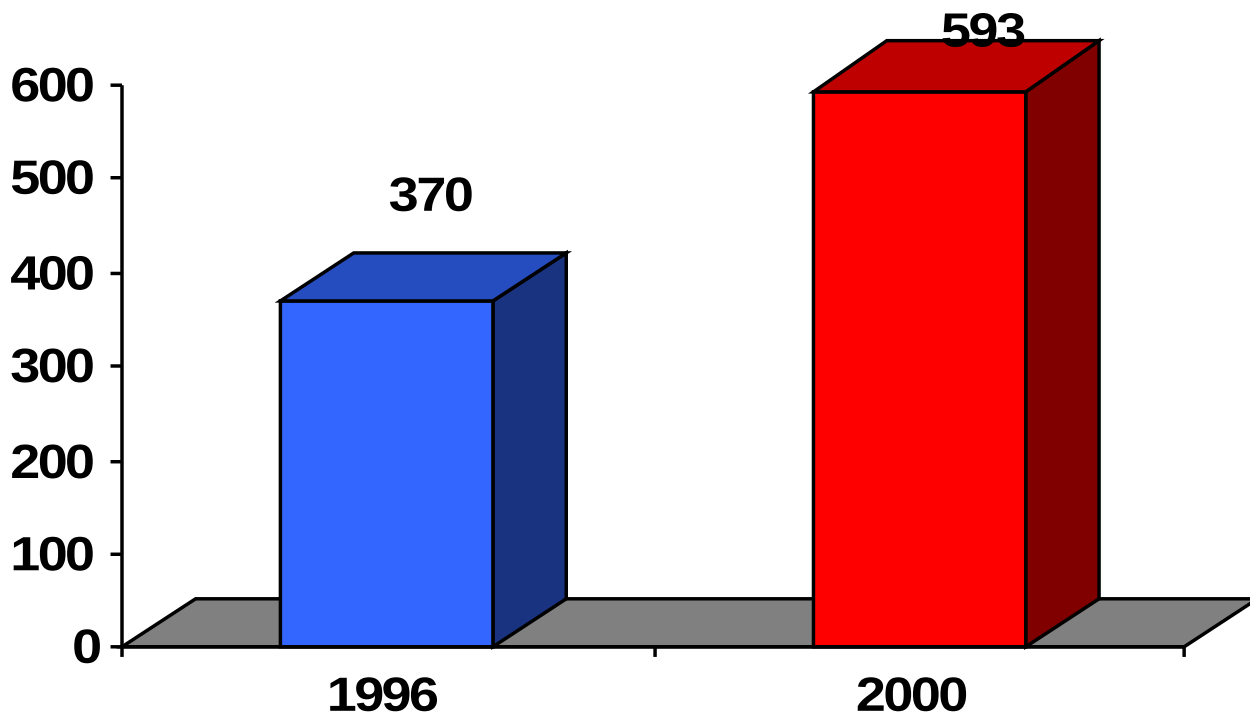
The economic impact of the 2000 primary was 50% greater than the impact of the 1996 primary





Increased media coverage was a big reason for expenditure increases (campaign spending rose only modestly)

Number of reporters covering the NH Primary





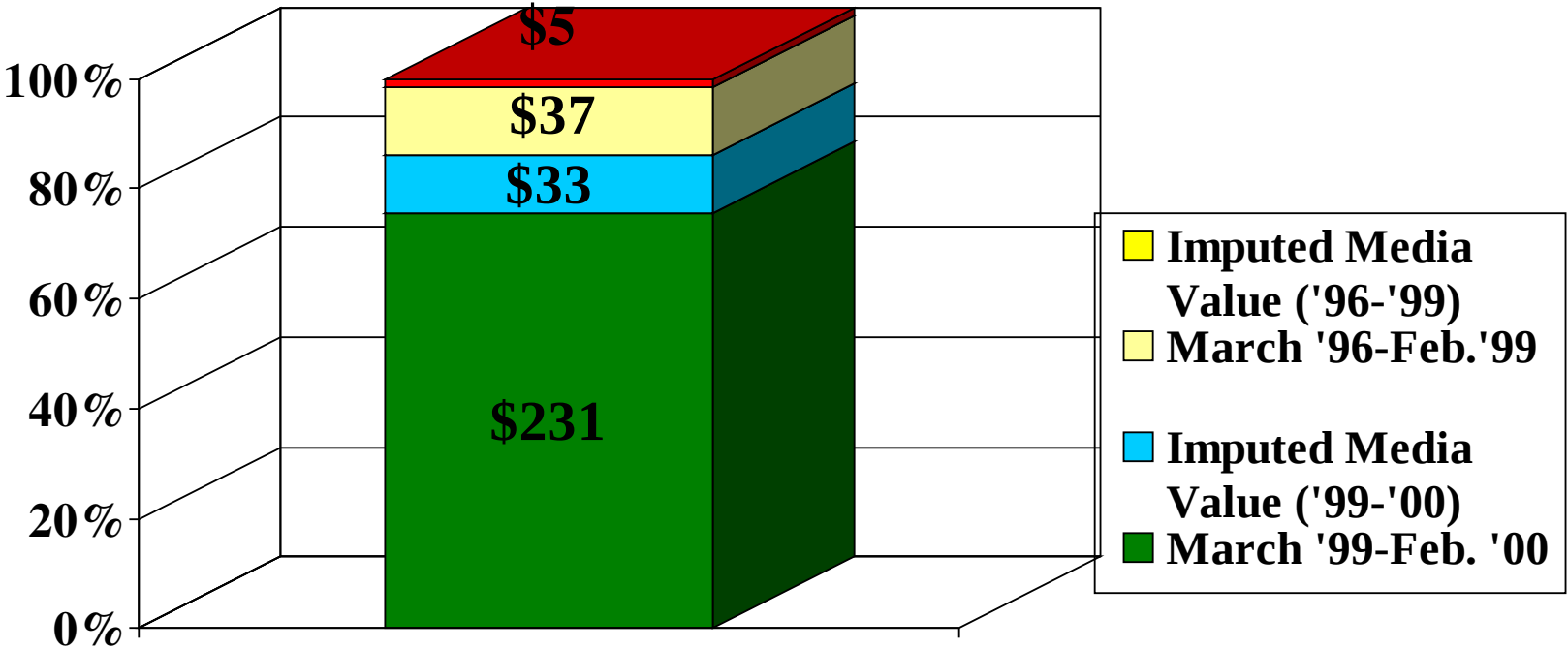
How we produced our economic estimates

- Travel, tourism, and tax data
- Federal Election Commission campaign expenditure reports
- Media content analysis
- Interviews with businesses and with campaign workers
- Employed recognized econometric methods and models



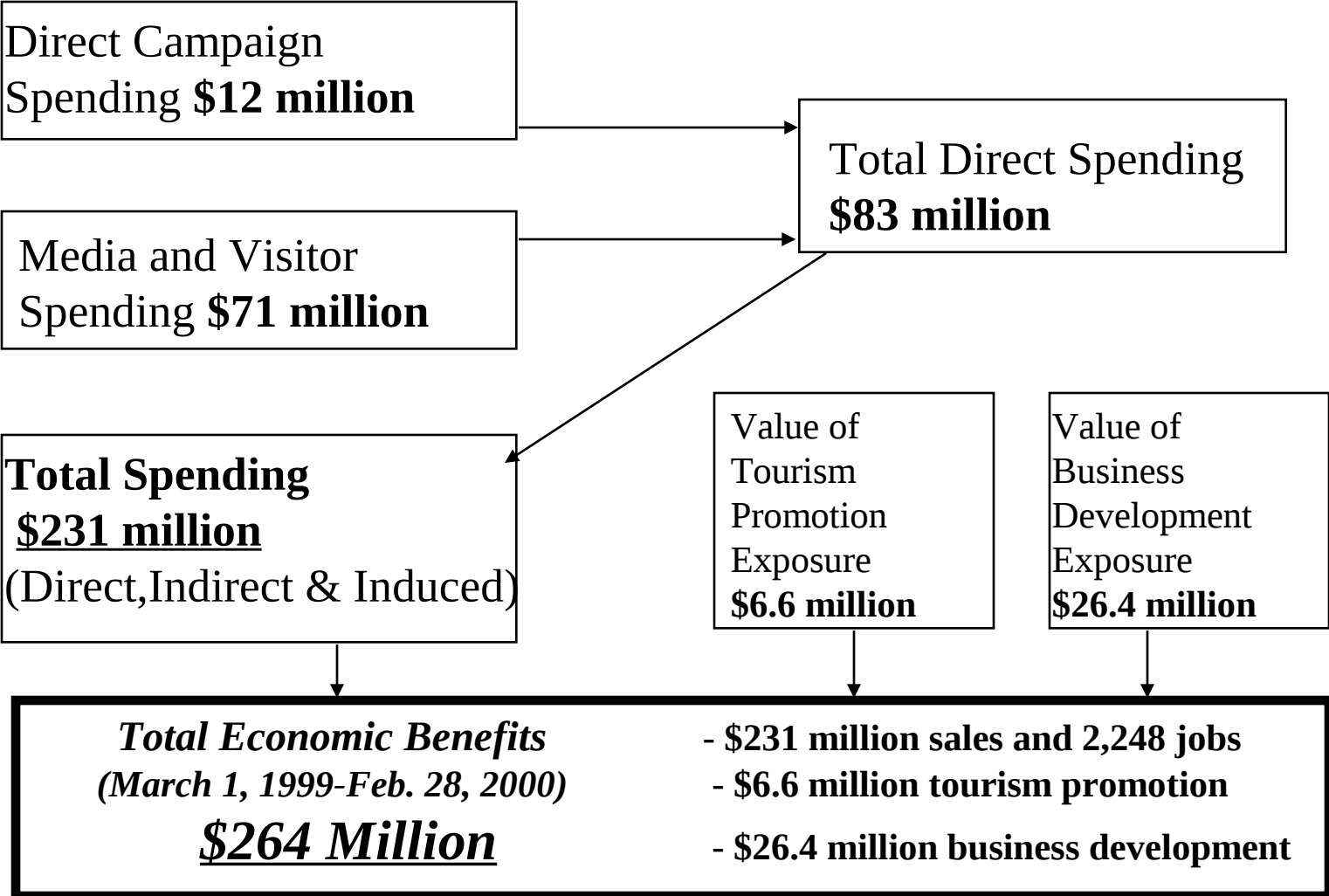
Most of the economic impacts occurred in the year preceding the primary

Timing of Economic Impacts (\$million)



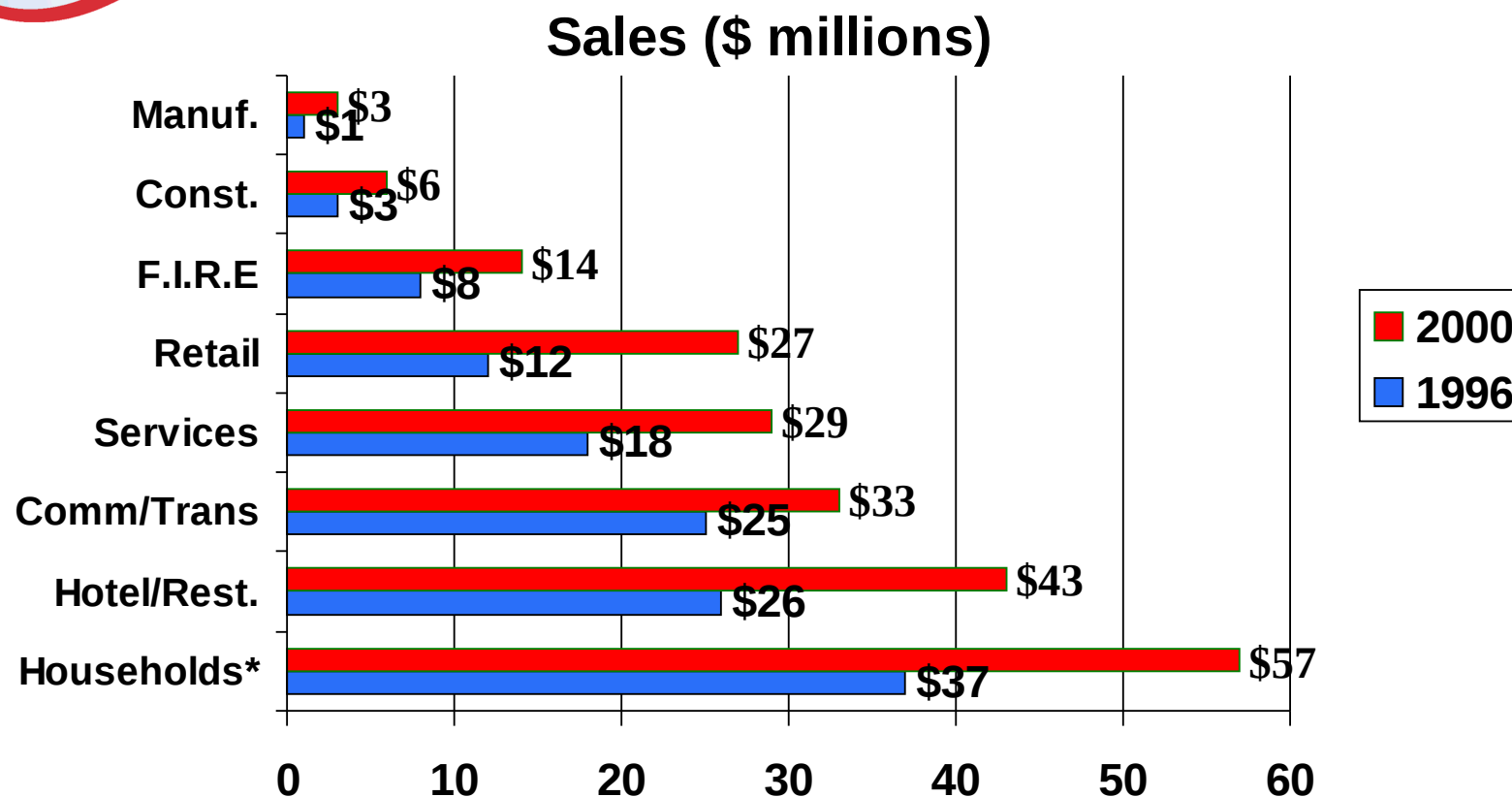


Overview of Economic Impacts of the New Hampshire Primary (March 1, 1999 - Feb. 28, 2000)





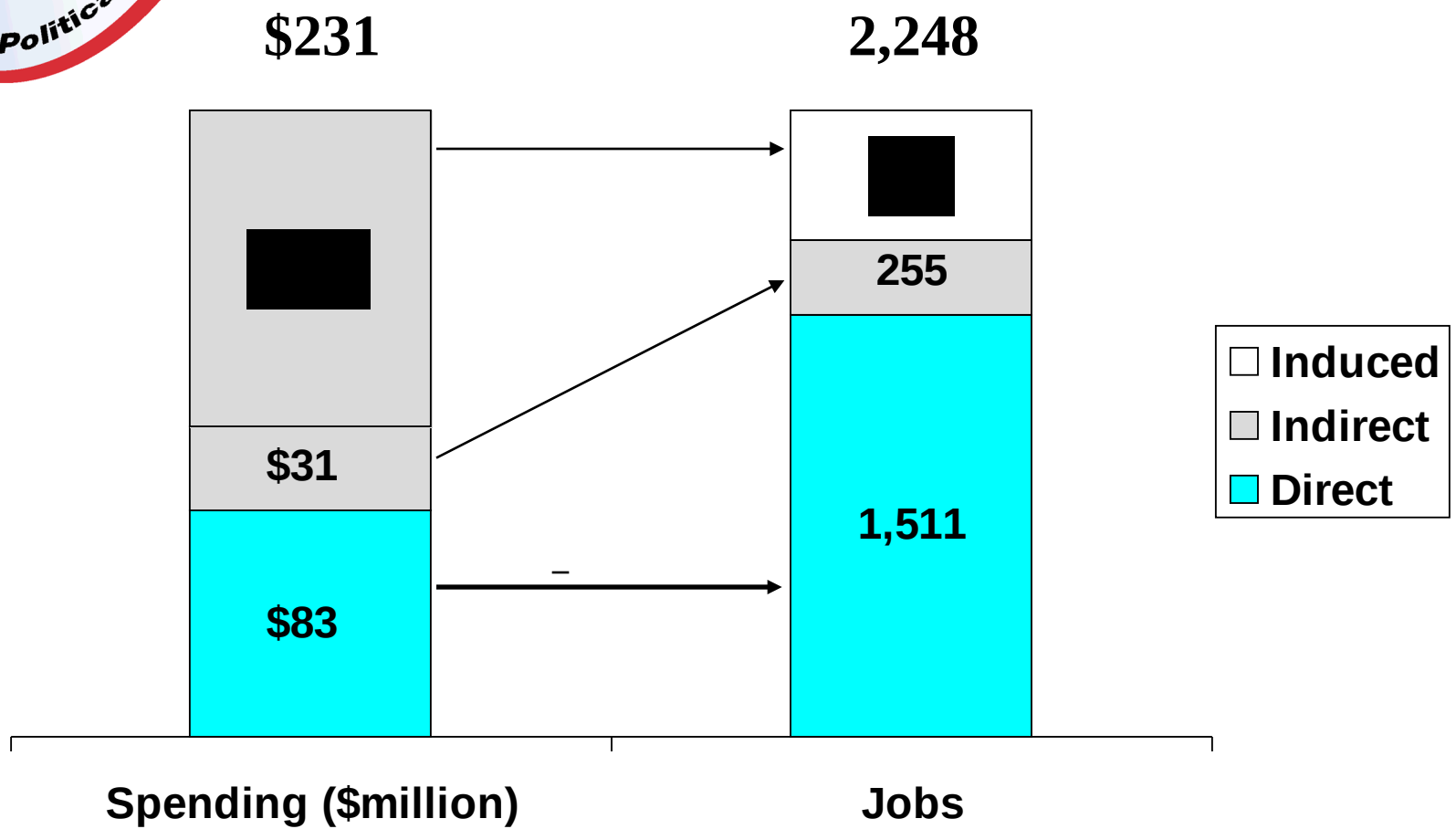
The lodging, restaurant, media, communications, and trans. industries, along with households receive the greatest benefits



* Households refers to payments for labor (wages)



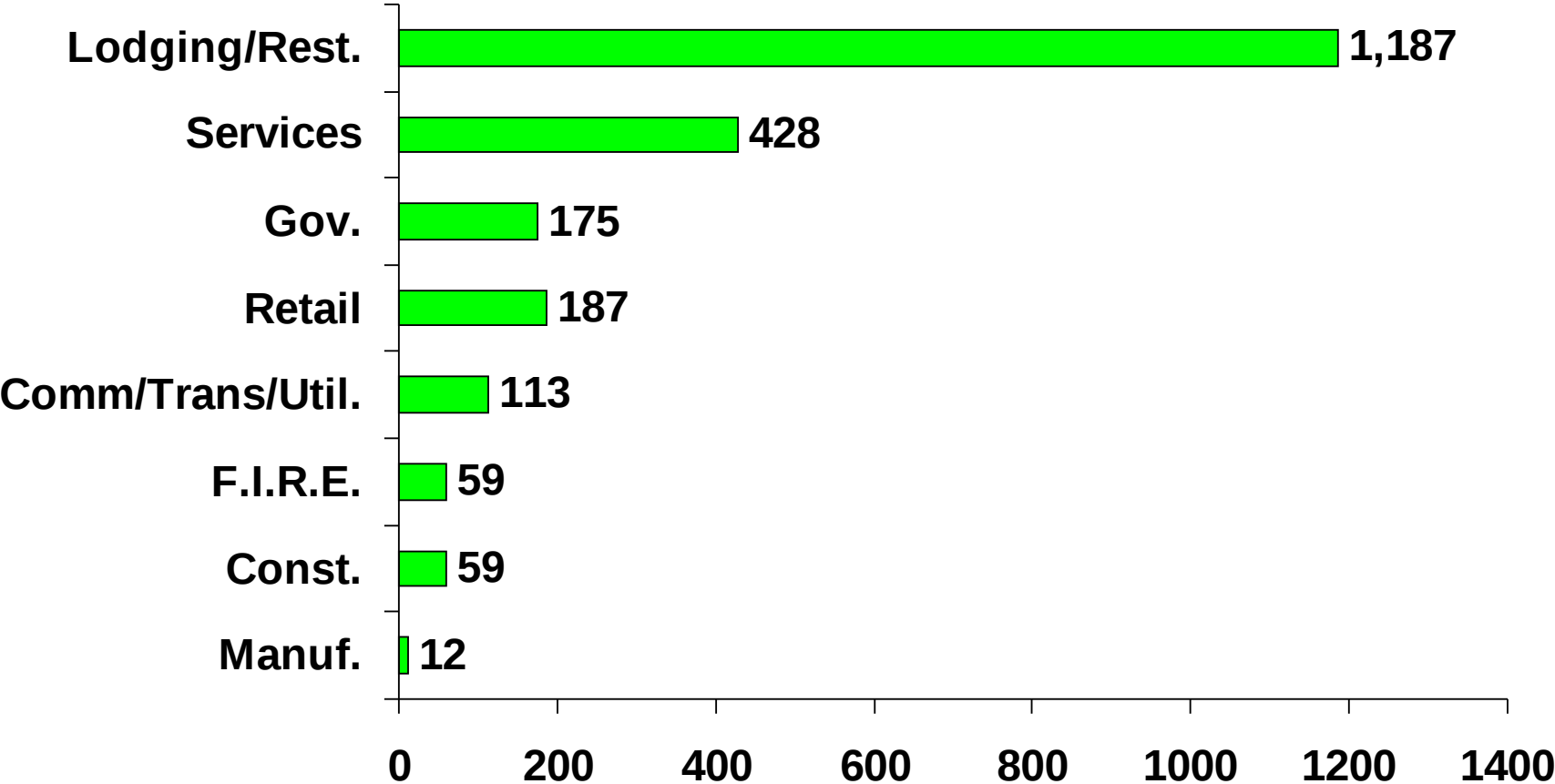
Total Primary spending of \$231 million
results in over 2,200 jobs





Half of the jobs created are in the lodging and restaurant industries

Full-Time Equivalent Jobs Resulting from Primary





Media Coverage and Advertising Equivalency

The First-in-the-Nation primary is the #1
media opportunity in NH... *the*
word gets about about candidates, the
issues and about NH



Why media coverage is important

- An audience of 222 million people worldwide were exposed to stories about NH via media coverage of the primary during primary



Specific Media Data

- Top media outlets covering the Primary:
 - *ABC World News This Morning*
 - *Business Week*
 - *CNBC-TV*
 - *CNN - Crossfire*
 - *Kansas City Star*
 - *London Free Press*
 - *Charleston Post & Courier*
 - *Chicago Sun Times*
 - *CNN*
 - *Raleigh News and Observer*



Specific Media Data

Most positive media outlets:

- *Boston Globe*
- *USA Today*
- *Atlanta Journal and Constitution*
- *LA Times*
- *ABC*
- *Dallas Morning News*
- *Washington Post*
- *NY Times ABC World News This Morning*
- *Business Week*
- *CNBC-TV*



Specific Media Data

• Most negative media outlets:

- *San Francisco Chronicle*
- *Boston Herald*
- *Orlando Sentinel*
- *Indianapolis Star*
- *Denver Post*
- *Tampa Tribune*
- *Times-Picayune*
- *Richmond Times-Dispatch*
- *San Francisco Examiner*
- *Rock Hill (SC) Herald*



The positive articles translate into positive impression of NH for 22 million people (up from 15 million in '96)

- Positive impression of the state for 22 million
- Research shows that 3% of those positively exposed will eventually visit
- Thus, news coverage of the primary will contribute to 660,000 visits to NH (3% of 22 million)
- Each \$10 of advertising by NH attracts 1 visitor. Thus 660,000 visits = \$6.6 million in advertising value



The impact of media coverage on tourism

220 million media
impressions



22 million positive
impressions



660,000 non-primary
visits
(3% of 22 million)



\$6.6 million in tourism
advertising equivalency
@ \$10/visitor

(about twice NH's tourism
advertising budget)



International media coverage also impacts business development

660,000 visits to NH
(3% of 22 million)

13,200 corporate
decision- makers and
entrep. (2% of
660,000 - actual US
figure is 11%)

132 new businesses
(1% of 13,200 or
.0002 of all visits)

132 new business
with avg. 20 emp. per
business= 2,640 employees

@ \$10,000 subsidy/business
development value per emp.=
\$26,400,000



Let's keep NH First....

- There is strong interest & support for a collaborative effort to keep NH First-in-the-Nation ...with industry leaders, public officials and others..



Why NH should be First...

- **we in NH take our role very seriously...we know that every vote always counts**
- **there are national benefits from an engaged & informed electorate in NH**
- **our small scale and strong tradition of participation and engagement ensures that \$ and media do not determine our primary election outcomes**
- **ideas and voter contact are most important in NH**
- **“underdogs” still have a chance in NH**
- **we are not in it for the money...but it helps particular sectors of the economy**